

Louisiana Gambling Study
Casino Intercept Survey Analysis
(Percentages for the State of Louisiana unless stated otherwise)

- Almost six in ten respondents are Louisiana residents (57%). However, the proportion significantly differs from one Metropolitan Area to the other. In Baton Rouge and New Orleans, the vast majority of respondents are residents, respectively 97% and 93%, while 74% of respondents in Lake Charles and 59% in Shreveport-Bossier City are from out-of-state.
- Most residents gamble more frequently since Louisiana casinos have opened (61%) while almost one-third gamble about the same as before (31%). In Lake Charles and Shreveport-Bossier City, the tendency to gamble more often is even greater (71% and 67%, respectively).
- Most residents gamble less frequently outside the state since Louisiana casinos have opened (53%). The proportion is greater in Lake Charles (73%), Baton Rouge (58%) and New Orleans (57%), but smaller in Shreveport-Bossier City where only 42% gamble less often outside the state and 37% gamble out of state about the same as before.
- Of the small number of non-resident casino visitors to Baton Rouge and New Orleans, the majority stay overnight. In Lake Charles, 59% of visitors were day-trippers. In Shreveport-Bossier City, 52% of visitors stayed overnight and 48% stayed only for the day.
- On average overnight visitors stay for 2.2 nights. This varied by area. In Lake Charles, it was 1.9 nights. In Baton Rouge it was 10 nights. However, there were only 5 visitors in the sample and two of them stayed 30 days or more. In New Orleans, it was 3.2 nights; and, in Shreveport-Bossier City, it was 2.11 nights.
- Almost seven in ten visitors intercepted came to Louisiana for the primary purpose of gambling (69%). However, this proportion significantly differs between areas. Eighty-two percent of visitors in Lake Charles and 66% in Shreveport-Bossier City came to Louisiana primarily to gamble. This percentage is down to 17% in Baton Rouge and 15% in New Orleans.
- Three-quarters of the visitors who came to Louisiana for a non-gambling purpose extended their trip to gamble. On average these visitors extended their trip by one night.
- The average party size among visitors intercepted at the casinos was 3.1 persons. The median was 2 persons.
- Only 7% of visitors were part of a tour group. However, the number is greater in New Orleans where 21% of visitors came on a tour bus.

- For the vast majority of Lake Charles visitors, casino gambling was very important in their decision to come to Louisiana (82%). In Shreveport-Bossier City, gambling was very important for over half the visitors (54%). In Baton Rouge and New Orleans, the majority of visitors said casino gambling was either not very important or not important at all (80% and 73%, respectively).
- Ninety-four percent of visitors to Lake Charles and 87% of visitors to Shreveport-Bossier City said they were very likely or likely to come back to Louisiana to gamble. For these areas, this high percentage suggests that the economic impact will continue. This likelihood is down to 40% of visitors in Baton Rouge and 46% of visitors in New Orleans.
- The average number of times gambled at a Louisiana casino in the past six months for all respondents was 20.2 times. A more representative figure of the typical visitor is the median (6 times). For residents, the average was 28.5 times (median 15); and for nonresidents, the average was 9.5 times (median 3.0). The average number of times gambled at a casino outside Louisiana for all respondents in the past six months is 2.1. The average for residents was 2.5 times; and, for nonresidents, the average was 1.7 times.
- An often cited justification for allowing casinos to enter a new community is that they keep residents gambling at home. Almost 40% (39.9%) of residents said they would go to a casino in another state if Louisiana casinos were closed.
- Six in ten respondents are married. Twenty percent are single and have never married.
- One-third of the respondents are between twenty-five and forty-four years old. Forty-five percent are between forty-five and sixty-four years old.
- One-quarter of respondents are retired. The proportion is greater in Lake Charles (28%) and New Orleans (28%) while smaller in Shreveport-Bossier City (24%) and in Baton Rouge (15%). The second most frequent occupation of respondents is Professional/Technical (22%), followed by self-employed (9%).
- One-third of respondents has an annual household income between \$25,000 and \$49,999. Twenty percent have an annual household income between \$10,000 and \$24,999 and another 20% between \$50,000 and \$74,999.
- Fifty-one percent of respondents are women while 49% are men.
- Sixty-five percent of respondents are white. Thirty-two percent are black. The proportion of black respondents is higher in Baton Rouge (44%) and New Orleans (38%) and lower in Lake Charles (23%) and Shreveport-Bossier City (30%).

Individual Expenditures per Trip

Individual expenditures were computed by dividing the dollar amount indicated by the number of people covered by this amount. The table below shows expenditure amounts by area. Caution must be used when interpreting the Baton Rouge and New Orleans spending numbers. The number of nonresident visitors were extremely small for Baton Rouge and New Orleans (6, 27, respectively) compared to Lake Charles and Shreveport-Bossier City (236, 477, respectively).

Type of Expenditure Individual Expenses per Trip	Baton Rouge	New Orleans	Shreveport- Bossier City	Lake Charles
Lodging	\$149	\$131	\$37	\$16
Meals	\$161	\$123	\$28	\$14
Transportation	\$26	\$40	\$8	\$4
Entertainment	\$208	\$156	\$16	\$4
Shopping	\$122	\$96	\$22	\$16
Gambling	\$246	\$167	\$368	\$307

Type of Expenditure Individual Expenses per Day	Baton Rouge	New Orleans	Shreveport- Bossier City	Lake Charles
Lodging	\$17	\$42	\$21	\$10
Meals	\$18	\$38	\$16	\$9
Transportation	\$3	\$10	\$5	\$3
Entertainment	\$41	\$55	\$8	\$3
Shopping	\$11	\$28	\$14	\$4
Gambling	\$57	\$69	\$244	\$233

- On average, visitors who came to Louisiana for the primary purpose of gambling spend more on gambling than visitors who came for a non-gambling primary purpose (\$406 and \$147, respectively). However, visitors who came primarily to gamble tend to spend less on other expenditures than visitors who did not come for the primary purpose of gambling. On average, the former spend \$64 on lodging, meals, transportation, shopping and entertainment while the latter spend \$137.
- In Lake Charles, on average visitors who came for the primary purpose of gambling spend more on gambling than visitors who came for a non-gambling primary purpose (\$325 and \$144 respectively). However, visitors who came primarily to gamble tend to spend less on other expenditures than visitors who did not come for the primary purpose of gambling. On average the former spend \$37 on lodging, meals, transportation, shopping and entertainment while the latter spend \$65.
- In Shreveport-Bossier City, on average visitors who came for the primary purpose of gambling spend more on gambling than visitors who came for a non-gambling primary purpose (\$450 and \$152 respectively). However, visitors who came primarily to gamble tend to spend less on other expenditures than visitors who did not come for primarily for the purpose of gambling. On average the former spend \$72 on lodging, meals, transportation, shopping and entertainment while the latter spend \$118.

- Similar patterns were observed in Baton Rouge and New Orleans although the sample size was very small in both of these areas.